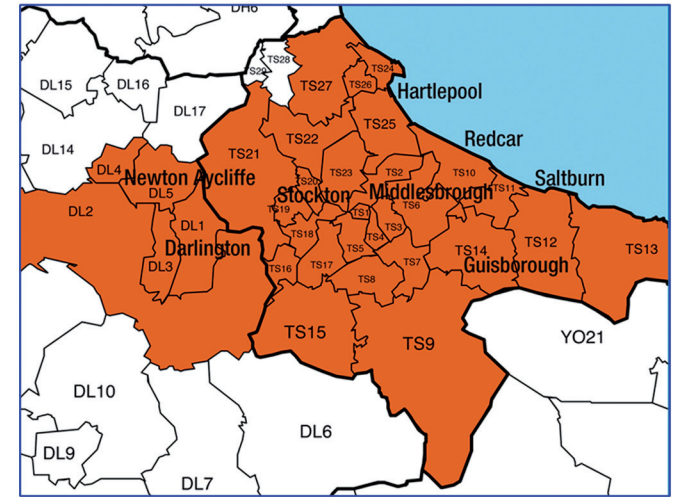


# primary times

in Tees Valley



Deliver your message to families and teachers of 4 – 11 year old children with 69,000 copies distributed to 223 Tees Valley Primary Schools – 7 times per year. There is no other publication in the region that can deliver this difficult to reach category of potential customers in full.



Primary Publishing Teesside Limited, PO Box 676, Stockton on Tees, TS19 7WT  
 Tel 01642 586214 & 01642 807698  
[office@primarytimes.info](mailto:office@primarytimes.info) [www.primarytimes.co.uk/teesside](http://www.primarytimes.co.uk/teesside)

Primary Times in Tees Valley is operated under a franchise licence

# Why Advertise in Primary Times in Tees Valley?

## Targeted Marketing

Your message delivered to a specific market – parents of 4 -11 year olds – 7 times a year just at the right time – prior to the school holidays and on returning to school in September.

## Effective Distribution

Requested by the headteachers. 69,000 copies reach 223 Tees Valley schools. We have been part of school/family life across Tees Valley since 2002 and have the largest distribution of any publication in our area.

## Reader Confidence

Businesses in Tees Valley have relied on Primary Times to deliver their local marketing messages to families and teachers for over 17 years.

## Retention Value

Comprehensive event listings and reader offers ensure a 'coffee-table life' of at least 6 weeks

## Added Value

Parents go to [www.primarytimes.co.uk/teesside](http://www.primarytimes.co.uk/teesside) to see what's on and where to go. Plus with added extras like competitions, reviews, recipes and the option of viewing a digital version of the magazine.

## Social Media

Is social media an integral to your business we can help you extend your business reach across Facebook and Twitter.

## Advertiser Satisfaction

Over 70% percent of Primary Times advertisers repeat their advertisement.

## Market Leader

2.7 million copies of Primary Times are distributed throughout the UK and Ireland. National recognition – local response! Established in 1989 - we are now in our 30th year of publishing.

## What our advertisers say:



"In today's digital world it's refreshing to see a print publication continuing to grow and thrive as much as Primary Times. Tees Active have been working with the team at Primary Times for as long as I can remember and it is now more than ever an essential part of our marketing activity. The magazine is well established in the area and is one of the only publications that can reach such a large, yet targeted audience, which is why we have continued to increase our requirements each year."

**Andy Mack, Marketing Manager, Tees Active Ltd. Tel: 01642 524918.**  
[www.teesactive.co.uk](http://www.teesactive.co.uk)



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# Added Benefits of Primary Times in Tees Valley

## Promote your business in Tees Valley, up to seven times a year

### Publication Dates

February Half Term 4th February 2019

Easter 25th March 2019

May Half Term 13th May 2019

Bumper Summer 8th July 2019

\*Back to School 2nd September 2019

October Half Term 14th October 2019

Christmas 18th November 2019

\* reduced distribution of 48,000 copies

### Copy Deadlines

24th January 2019

14th March 2019

2nd May 2019

27th June 2019

22nd August 2019

3rd October 2019

7th November 2019

## When advertising within Primary Times, enhance your business profile by adding digital

Options include leaderboard or mid page unit (MPU) advertisements on [www.primarytimes.co.uk/teesside](http://www.primarytimes.co.uk/teesside) or the national homepage.

Advertorials or monthly / bespoke e-newsletters.

## About Us...

Tried, Tested and Trusted... Primary Publishing Teesside Ltd operates Primary Times in Tees Valley and specialises in finding local information for families and teachers. Our expertise, knowledge and long serving, dedicated team can help you make the most of a niche publication.



## Social media packages

Broaden your business reach and interaction with parents, grandparents, carers and teachers via Facebook and Twitter? We have packages to suit your needs.

## Magazine inserts

Increase your response rate still further by inserting your leaflets into Primary Times Devon magazine.

## Additional Primary Times regions

Spread your message across neighbouring counties of the UK by accessing anyone of the 59 successful Primary Times regions.



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# In Good Company...

## Tees Valley companies who advertise in Primary Times Tees Valley



IN PRINT 

ON LINE 

ON FACEBOOK 

ON INSTAGRAM 

ON TWITTER 

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# Rates & Technical Data

## Advertising Rates

Primary Times is the perfect medium for business and organisations offering services and products to families.

Our rate structure is highly competitive, give us a call or drop us an email if you would like a copy of our rate card.

## Other Services

### Front Cover Sponsorship

#### Sponsorship:

Roundabout – What’s On Guide (per page)

POA

Puzzle Page POA

**Advertorial** We offer advertorial space within the magazine and website – prices on request.

**Monthly invoicing** Flatten the cost of your advertising by paying in regular monthly instalments, ask for details.

**Typesetting and Design** Our prices include simple ad design and typesetting, and correction/alteration to the first proof. Subsequent changes will be subject to a surcharge of 10%.

## Guidelines for Supplying Copy

**Word and Publisher files are not acceptable as finished artwork and will have to be converted by our designer. In this case fonts will be matched as closely as possible.**

**We can accept artwork in the following formats:**

CMYK print quality PDF files with all fonts embedded

CMYK TIFFs, JPEGs or EPSs with a minimum image resolution of 300 dpi.

CMYK EPS files from Illustrator / Freehand / other illustration applications with all text converted to curves/outlines and all imagery embedded.

Advertisement artwork should be supplied at the correct size and orientation according to the table opposite.



## Mechanical Data

**All sizes below are in mm and are width x depth**

Printed web offset, full colour process

	Type Area	Trim Size	Bleed Size
Full Page	190 x 273	210 x 297	220 x 307
Half Page Horizontal	190 x 135	–	–
Half Page Vertical	90 x 273	–	–
Quarter Page Horizontal	190 x 66	–	–
Quarter Page Vertical	90 x 135	–	–
Eighth Page Horizontal	90 x 66	–	–
Eighth Page Vertical	43 x 135	–	–
Sixteenth Page Horizontal	90 x 30	–	–
Sixteenth Page Vertical	43 x 66	–	–
Classified Box	43 x 30	–	–
Extended Classified Box	43 x 45	–	–



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